

PROJECT DEVELOPMENT ANALYSIS

NEUSS GALLOP RACETRACK



Source: www.neuss-galopp.de

Client: City of Neuss, Neusser Reiter- und Rennverein 1875 e.V.

Year: 1993, 2003 – 2004

Location: Neuss (North Rhine-Westfalia), Germany

Brief Description:

At the end of 1993, Wenzel Consulting Aktiengesellschaft was hired to prepare a site and concept analysis for the gallop racetrack in Neuss. The analysis was used to assess the market potential of the site for additional offerings in the leisure area, and, subsequently, to present proposed concepts for overall utilization of the racetrack site.

Ten years later the recommendations were picked up again and updated in expert-workshops. With the results the phase of investors-acquisition started which was managed and moderated by Wenzel Consulting Aktiengesellschaft. Wenzel Consulting also supported the city of Neuss in evaluating the submitted proposals.

Tasks:

- Site and Market Analysis
- Analysis of current Situation and Inventory
- Concept Development
- Acquisition of Project-Developers